



Brookville Area Hotel Feasibility Study Request for Proposal

Offered by:

Franklin County Convention, Recreation and Visitors Commission
Brookville Redevelopment Commission
Franklin County Economic Development Commission

Posting Date: October 9, 2017

Response Due Date: November 10, 2017

The Franklin County Convention, Recreation and Visitors Commission, Brookville Redevelopment Commission and Franklin County Economic Development Commission are seeking proposals from qualified consulting firms to perform a feasibility analysis within a defined study area for the purpose of attracting a hotel user to the Town of Brookville. An overview and guidelines for responses are included below in this document.

Firms interested in being considered for selection should respond by submitting three (3) hard copies and one electronic copy on a USB drive to the following address by 2:00 PM on the response due date:

Franklin County Convention, Recreation and Visitors Commission
ATTN: Mikel Beck, Tourism Coordinator
18 West 10th Street
Brookville, IN 47012

Responses received after 2:00 PM on the response due date will not be considered.

Proposals become part of the official files of Franklin County Convention, Recreation and Visitors Commission and will not be returned to the submitter.

RFP Questions

Any request for clarifications on the RFP requirements shall be made in writing via email to Nick Lawrence representing the Franklin County Economic Development Commission at nick@thewheatleygrp.com.

Your Proposal should include the following information:

- A narrative description of expertise, experience and resources directly relevant and available for the proposed project
- A list of similar projects completed
- A list of references
- Resumes of professional staff members that will work on the project
- Name of person to be in charge of project
- A description of the firm's project approach, demonstrating an understanding of the project and its intended deliverables
- A schedule and time frame for completion
- A detailed description of the professional fees charged

Anticipated Schedule of Activities

Proposals submitted:	November 2017
Review and evaluate proposals for short list:	November 2017
Interview short listed firms:	December 2017
Select firm:	December 2017
Issue notice of award/sign contracts:	December 2017

Evaluation Criteria

The Franklin County Convention, Recreation and Visitors Commission, Brookville Redevelopment Commission and Franklin County Economic Development Commission will select a consultant based on the contents of the proposal, proposed fee, and interviews. The evaluation criteria used to select the consultant are provided below.

- History of the firm
- Capabilities to provide required services
- Demonstrable experience working with similar sized communities
- Project manager experience and qualifications
- Strength and experience of assigned staff
- Related project experience
- Project understanding and approach
- References
- Fee proposal

Preliminary Scope of Work

The Franklin County Convention, Recreation and Visitors Commission, Brookville Redevelopment Commission and Franklin County Economic Development Commission requests proposals for professional services to conduct a market feasibility study for a hotel within the defined study area: <https://drive.google.com/open?id=1HMnRxJyo5OQS8WFck37m3HHs4Cs&usp=sharing> (also see Exhibit A). The study should address the current and projected market demand for the number of rooms, type and duration of hotel stays in the study area; a competitiveness analysis and assessment on what a hotel facility must do to reach a breakeven point; and an economic feasibility analysis and proforma for a potential hotel, complete with projections through Year 5.

Desired Study Objectives

- Market Demand Analysis
 - Future lodging & hospitality demand in the market area
- Project Feasibility Study
 - Assess the viability of a hospitality product in Brookville
 - Identify market constraints
 - Estimate capital investment required and expected revenues return needed to attract able investors.
 - Estimate municipal room tax revenue
 - Address potential public incentives that could improve the viability
- Facility Recommendation
 - Number and mix of guest rooms
- Financial Projections
 - Financial proformas that can be provided to potential hotel developers, lending institutions, management companies and franchises
 - Potential projections for Year 1-5
 - A breakeven assessment

Community Profile

Brookville is the county seat of Franklin County Indiana, a community in a rural setting just 40 minutes from downtown Cincinnati and 90 minutes from downtown Indianapolis. It offers an impeccable quality of place with a quaint, yet bustling, Main Street and access to incredible outdoor recreation amenities. Boasting a population of approximately 2,500, Brookville swells in size on the weekends as it realizes over 1.3 million visitors annually to Brookville Lake – typically ranking it as either the 2nd or 3rd most visited state park in Indiana. Brookville Lake is a top fishing and boating destination, and the Whitewater River is one of the Midwest's premier paddling rivers (as well as a hidden gem for brown and rainbow trout fishing). Zip Lines, publicly accessible walking trails, antique shopping, and various festivals are all a stone's throw away from the main drag. It is the desire of the community to leverage these various assets into a partnership with a responsible, community-minded hospitality provider.

EXHIBIT A

